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COOLIDGE RADE PLANT GARDENS
889 North Foothill Boulevard
East Pasadena, California

Section 562, P. L. & R.



An Invitation

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AZALEAS

*Fragrant prelude to
the Spring*

Even before Old Man Winter has relinquished his reluctant keys to the Young Spring, the Azaleas have slipped from their crisp green taffetas into chiffons and silks of haunting sweetness and radiant colors. And now they are "oh so busy" prettying up our gardens, companioned by bird-song and flowering trees.

These sparkling flowers find the cool border or the scattered sunlight under spreading trees entirely to their liking. Here you may depend upon their gay abundance for decoration throughout your rooms—or just twine them in your hair or wear them for corsages. Their lasting qualities are remarkable. Too, they display charming individuality as pot plants for the house and patio.

This little pamphlet introduces you to three of the Best Families of Azaleas, and I'm sure you will wish to make the acquaintance of each of them.

Come and Enjoy Our

AZALEA
FESTIVAL

March and April

KURUMES

ALZINA	<i>single</i>
BELLS OF ARCADY	<i>single</i>
BRIDESMAID	<i>double</i>
DARLING OF THE GODS	<i>single</i>
ECSTASY	<i>double</i>
FIERY CREST	<i>single</i>
FLAMINGO	<i>double</i>
INDIA	<i>double</i>
LAUGHING WATER	<i>single</i>
LILACS	<i>double</i>
NIKI	<i>double</i>
PAGODA	<i>single</i>
PALE MOONLIGHT	<i>single</i>
PINK AND SILVER	<i>single</i>
PINK WINDOWS	<i>single</i>
ROBIN REDBREAST	<i>single</i>
SILVER TEARS	<i>single</i>
SINGING FOUNTAIN	<i>single</i>
TWILIGHT	<i>single</i>
WHITE APRIL	<i>single</i>

and many, many others.

INDICAS

JEAN HAERENS	<i>double</i>
MME. MORREAUX	<i>double</i>
MME. PETRICK SUPERBA	<i>double</i>
PAUL SCHAME	<i>double</i>
PROF. WOLTERS	<i>single</i>
VERVAENEANA	<i>double</i>
VERVAENEANA ALBA	<i>double</i>
VERVAENEANA CORAL	<i>double</i>

and others

INDICA-MACRANTHA HYBRIDS

(Summer Blooming)

CAMEL BELLS	<i>single</i>
CHASTE DIANA	<i>single</i>
FIRMAMENT	<i>single</i>
HOURI	<i>single</i>
INCENSE	<i>single</i>

and others

A very oriental flame-coral.
Large soft pink. Open habit of growth.
Brilliant flame-coral. Very gay.
Large and fragrant orchid-pink. Stunning.
The gayest candy pink imaginable.
A soft tomato-coral. Very good.
Brilliant coral of rare beauty.
Small flowers of deep blood red.
A very large, snowy white flower. Fragrant.
Small bunches of flowers in deep lilac color.
A luminous cerise. Very lovely.
Large lilac-pink. One of the finest.
Silvery lavender. Large and resembles orchid.
One of the clearest silvery pinks.
An indescribably beautiful pink.
Just the color of a robin's breast. Fine.
A charming small flower in a muted lavender.
Known as the red appleblossom.
A very large dusky lavender.
One of the largest and finest whites.

Large dark rose. New and rare.
An heroic pink and white variegated.
An attractive carmine-rose and white.
A luminous coral. Fine.
Vivid rose-pink. Fluted and margined white.
Pink and white. Profuse bloomer.
White form of *vervaenena*
Coral form of *vervaenena*

Bell-shaped flowers in salmon-coral
Large pure white with green throat.
Soft apricot with white throat.
Rose-lilac. Beautiful and profuse bloomer.
Large white margined in gay pink.

CULTURE

Azaleas require an acid soil condition and thrive best in pure imported European or Canadian peat. Dig a hole twice the width of the container and a few inches deeper to insure ample room for an expanding root system, and fill with peat which has been thoroughly water-soaked. Top dress lightly with a commercial Azalea food, containing a cotton-seed meal base, once every six weeks during growing season (May-October), and cultivate same to a depth of about one-half inch so as not to disturb the surface roots. Use no other fertilizer. It is advisable to reset plants in fresh peat every second year at end of the blooming season, as they can be easily and safely moved. They enjoy a semi-shady location, such as that afforded by the north side of a building or spreading trees, and must be kept reasonably moist without creating a boggy condition.

● A well-chosen selection will give consistent bloom from January through May; during the remainder of the year they make attractive evergreens. They are very hardy and came unscathed through the 1937 record-breaking freeze without any special protection.



POTTED PLANTS

5" pans.....	40¢-60¢ ea.
7" pans.....	75¢-\$1.50 ea.
8" pans.....	\$1.35-\$2.00 ea.
according to size and variety.	

LARGER PLANTS

In large pots.....\$2.00 and up

LARGE SPECIMEN PLANTS

in tubs and boxes
\$3.50 and up



New and Rare Varieties slightly higher



*Tens of thousands of exquisite blooms in
over 100 different shades and types.*

Free Admission

Telephone: SYCAMORE 4-1121

OPEN SUNDAYS—10 A.M. to 5:30 P.M.



Azaleas will add color and charm to your garden

presenting...

the ELITE

of the plant world

"Are you interested in rare and lovely plants?"

Garden aristocrats from all the far corners of the earth—China, Japan, India, Australasia, from the towering Himalayas and from the tropical forests of South America? Then visit the Coolidge Gardens and make acquaintance with its treasures.

The Arnold Arboretum (of the Harvard University) is the Mecca of plant-lovers residing in and visiting our eastern states. On the Pacific Coast the Coolidge Gardens present an equally noteworthy collection of rare and unusual plants. They are continually importing new material, so that even the veteran plant explorer is assured of new surprises at each visit. Our Southern California clubs use it as a Botanic Garden, and regularly use a space specially provided, amidst very charming surroundings in the Oriental Gardens, for their meetings and lectures.

An experienced and courteous staff is always willing to furnish information. The casual visitor is assured of just as warm a welcome as the prospective purchaser—a love and appreciation of the beautiful in plant-life being the only necessary passport to the Gardens. The joys of gardening will increase a hundredfold with a more intimate knowledge of the beautiful and worth-while in plant-life.

Visit the Coolidge Rare Plant Gardens and be convinced."

SPECIALIZING IN

Azaleas, Kurumes, Indicas, Macranthas, etc., in over 100 exquisite shades and types.

Camellias, over 85 varieties, including the beautiful Valvareda, Firey, Elena Nobile, Flora, Kumasaka, Amabilis, Charles Sargeant, Te Deum and numerous unusual varieties.

Roses, bushes, climbers, and trees, in the best varieties and latest introductions.

Epiphyllums, rivalling the orchids in brilliance and variety of color. Over 100 new introductions.

Japanese Iris, hundreds of gorgeous types, representing five years of expert selection.

Coolidge Rare Plant Gardens

"specializing the unusual"

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